Turn Up the WIC Heat!

The California WIC community is well-known for organized and vigorous activism. CWA members played a key role when Congress reauthorized WIC in 2002, resulting in vendor cost containment that has already saved millions of food dollars, allowing us to serve more families.

Last summer, our grassroots WIC network came alive again to write USDA and urge positive changes to the WIC food package. USDA received thousands of letters from us! This year, the CWA Board has decided that it’s time to “turn up the heat” here in Sacramento. We have a Governor who is a strong WIC fan, and his Administration wants to support preventive health efforts that will turn the tide of obesity. We have a solution we know works: increasing breastfeeding. Join us to pass legislation that will increase the number of breastfeeding promotion and support projects in local WIC programs.

We look forward to working with you during 2007: Year of WIC Activism!

California WIC advocates attend the White House briefing during the NWA Annual Washington Leadership Conference in March 2006. CWA joined forces with NWA and WIC delegates from other states in the WIC At Risk (WAR) campaign to oppose Federal Budget proposals capping Nutrition Services Funding (NSA) at 25% and NSA state match at 20%.
Dear WIC Friends,

We had a busy and successful year in 2006! We have accomplished program changes that improve services for our WIC families and we have reached out to bring more families into WIC. Here are a few of the highlights:

- We made it possible to use WIC checks at any store authorized to accept them, giving WIC families a great amount of choice about where and when they shop for their WIC foods.
- We achieved savings in our food budget by putting in place new federal cost-containment requirements.
- We utilized the savings from cost containment to enroll and provide services to almost 40,000 more participants each month—we are now serving more than 1.36 million participants.
- We introduced an exciting new California WIC logo and brand.

During 2007, we have the opportunity to continue to see the program grow to serve more families and to continue improving the services we provide to them. We will move forward with efforts to make nutrition assessment more effective and to make nutrition education more relevant to our participants.

Strengthening our partnership with WIC vendors will be a priority as we continue to work on making it easier for families to purchase WIC foods. We will also begin to plan for changes to the WIC food packages to provide more variety of foods—fruits and vegetables, whole grains, baby foods—with quantities that are consistent with our nutrition education messages. We want to be prepared to proceed as soon as the new federal food package regulations are final.

As has long been the case, the strong partnership between local WIC agencies, CWA and the State WIC Branch will be critical to our success in expanding and strengthening the WIC Program to serve California’s women, infants and children. Thank you for your commitment to WIC and the families that we serve.

Linnea

Linnea Sallack, MPH, RD
California WIC Director
WIC Leadership Institute—The Sequel

We are excited to announce the opportunity for up to 50 emerging WIC stars to be part of a new, year-long WIC Leadership Institute! Yes, WICLI is back. The 2007 training session, conducted by Helene Dublisky, will be in four parts, and will include Personal Leadership, Interpersonal Leadership, Organizational Leadership, and Leadership in the Community. To save travel, one-day WICLI trainings will be held in conjunction with the CWA Annual Meeting, the Fall Management Conference, and two WIC Task Force Meetings. NOW is the time to consider applying for this life-changing training. Participants will be required to cover a materials fee and their own travel. Watch for application materials in February.

CNC Awards

The distinguished Stefan Harvey Scholarship is awarded to one exceptional applicant. This scholarship recognizes the distinctive achievements of Stefan Harvey, former Director of the WIC Project Center on Budget and Public Priorities, who led national advocacy during its first thirty years. Ms. Harvey is now Assistant Director of the California Center for Public Health Advocacy.

California Nutrition Corps
2006 Scholarship Award Recipients

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<th>Scholarship</th>
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<td>Stefan Harvey</td>
<td>Brenda Trang</td>
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<td>General Mills</td>
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<td>Natalie Albano</td>
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<td>Melissa Kendra</td>
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<td>Katie Henry</td>
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SNEAK PREVIEW!

CWA, supported by WIC Branch, will soon be publicly launching a new website: Breastfeeding Success: You Can Do It! The new site is designed to encourage and support low-income women of color in choosing and staying with breastfeeding, tapping the real-life stories of 12 wonderful moms who were featured in a booklet originally produced by Berkeley WIC. Breastfeeding facts and policy points were added to help advocates educate decision makers, and there are links to key breastfeeding sites as well. You will be receiving outreach postcards about this great new resource in the next few weeks. Meanwhile, sneak a peek at: www.breastfeedforall.org
CWA News

FALL CONFERENCE UPDATE

Working Strategically, Getting Results
September 25-27, 2006, Sacramento, CA

The Fall Management Conference was a big success! WIC Directors, nutritionists and supervisors participated in two days of intense training on using data to measure program performance and improve caseload, enhance nutrition education and breastfeeding services.

Helene Dublisky, trainer extraordinaire, led a very motivated group of managers on a day-long pre-conference workshop on critical skills for managers. The workshop covered not only skills that new emerging WIC leaders should hone, but those that old timers should nurture for effective succession planning.

The conference started off with a strong plenary session: Linnea Sallack, State WIC Branch Chief, tied her presentation to the updates presented at last year’s conference, explaining the many achievements of this year, such as cost containment efforts - vendor peer pricing and AAV. Zoe Neuberger, from the Center on Budget and Policy Priorities discussed the Federal budget outlook and its implications for low-income families. She introduced the attendees to the “PART” process, a rating system that evaluates federal program performance, and reminded us that a huge budget deficit will hamper future WIC improvements and even basic funding. You could see the light bulbs going on in the audience, as WIC managers realized that it will be up to us to carefully document our WIC success stories, and be sure Congress understands that WIC is still working to improve child health outcomes!

Laurie True, CWA Executive Director shared the latest on the Legislative scene, the USDA Food Package update and the timelines on public comment. She urged every WIC agency to collaborate with their partners to send letters to the USDA endorsing the recommended changes.

Ann Dozier, University of Rochester, conducted the workshops on ways to use Data. The breakout sessions gave WIC managers opportunities to work on caseload, breastfeeding services and nutrition education scenarios using WIC data. Although many participants said they felt challenged and even uncomfortable working with complex data, they realized how crucial it is for WIC to demonstrate its effectiveness in measurable ways. So, there was a unanimous call for more training for local agencies on the use of Extranet reports and GLINDA. For the many useful Process and Outcome questions developed by the breakout groups that might help you get better WIC results, visit the CWA website at http://www.calwic.org/fall_conference.aspx.

The new WIC Logo and tagline are bold and bright and help increase awareness and visibility of the WIC Program.

WIC Branch Distinguished Leaders Awards

Three very deserving WIC Leaders were recognized for their commitment to the Program and the families, for their vision and the examples they’ve set to make California WIC one of the best in the country. Thank you, Ellen Sirbu, Shirlee Runnings and Gayle Schachne for being fearless, taking risks and making your Programs models for the nation.
Next Steps: Feedback from Participants

State WIC Branch
1. Continue to provide training and support on “GLINDA”.
2. Facilitate report sharing among local agencies.
3. Rethink the cuts on Extranet training or find an alternative to make the training happen.
4. Assist local agencies with how to pull specific data out of GLINDA.
5. Tell local agencies what data we collect to support the CA direction.
6. Assess existing tools, like questionnaires, for short term indicators then link to ISIS.

Local Agencies
When I get home....
1. I will get into GLINDA.
2. I will share my GLINDA reports with others.
3. I will try building my own questions regarding intentionality into ISIS.
4. I will use GLINDA to navigate racial/ethnic categories.
5. I will build data analysis capacity as I hire new staff.
6. I will link up with another agency and work together to collect just a few pieces of data and share the challenge.

CWA
1. Advocate for more Extranet training.
2. Compile Extranet reports and share via WIC Watch and Flash.
3. Provide skillbuilding opportunities such as data analysis.
4. Help identify target areas for data collection.
5. Generate ‘fact sheets’ on cumulative impact of WIC.
6. Post Fall Management Conference materials on CWA website.
7. Package data for local agency use. i.e. Breastfeeding Success....
8. Serve as a clearinghouse/consultant for projects and data collection in a coordinated way.
9. Create a critical mass of info for local agency sharing.
Advocacy and Grassroots Activism
Make a WIC Difference

The 2006 midterm elections produced a sea change in Washington, as Democrats regained control of Congress after over a decade of Republican dominance. What does this mean for WIC? Hopeful as we are that the new leadership will bring a stronger concern for the welfare of WIC participants and health and social programs, the reality is that huge tax cuts, two wars, and Hurricane Katrina have drained the Treasury and exploded the federal deficit. Therefore, we won’t have a free ride as we continue to fight for adequate funding and progressive reforms for WIC.

Policy work is one area where the more people who get involved, the better. CWA has often asked you to write policymakers on various subjects. Last fall, for example, we put out a call for comment letters to USDA in support of the new WIC Food Package. The response was terrific: thousands of WIC families, WIC providers, individuals representing health care and community organizations, and academic institutions across the nation urged USDA to make the WIC Food Package consistent with recent dietary guidelines and culturally more acceptable to ethnically diverse families. In fact, we heard that “paper tsunami” hit USDA: over 40,000 letters — including at least 15,000 from California — are still being catalogued and read. They heard from us!

Last December, in conjunction with the 100% Campaign, we launched another letter-writing campaign, this time asking Governor Schwarzenegger to make health care coverage for every California child a top priority. And this week, it appears that the letters worked: we may be on the way to seeing legislation that would do that by the end of the legislative session!

Another way to influence public policy is by making sure that your legislators know about issues important to WIC and what specific help we need from them. Even though legislators are busy people, they count on their constituents to inform them about what’s important to the people they serve. After all, how well they do for their constituents makes a difference in whether people vote for them when they come up for reelection!

We encourage you to keep in touch with your legislators on their regular visits to their home districts from Sacramento or Washington. It’s fine to visit them just to give them a general sense of who you are and what your concerns are. Then, when a specific item comes up on their legislative agenda, you can build on the relationship you have established.

Why should I get involved?
Representing the largest WIC program in the nation, CWA members have a wealth of experience and knowledge of WIC concerns. California has a large and powerful Congressional delegation, with 52 Representatives, including the new Speaker of the House, Nancy Pelosi, and two longtime Senators, Barbara Boxer and Diane Feinstein. You can find a list of representatives by district and by local WIC site on our website at www.calwic.org.

How do I get involved?
If you are a WIC Director, we encourage you to invite your state and Congressional representative(s) to visit your WIC site for a “reality tour” during a legislative break and to maintain communications with your legislators during the year.

If you are a WIC staffer, participant or supporter, we encourage...
you to write, call, or e-mail your elected officials to support positive WIC reforms. CWA often puts out alerts about actions needed. You can join the e-mail list to learn about these alerts by contacting Kinkini at kbanerjee@calwic.org

Isn’t this lobbying, and am I allowed to do this?

There are two things to keep in mind about lobbying. First, non-profit organizations are allowed to lobby—that is, to contact legislators with a position on a particular piece of legislation—up to a certain percentage of their budget, generally construed as 20 percent. But you can always contact your legislator on a lunch hour or break, or exercise your free speech rights as a private citizen on your own time. For more details on lobbying rights and responsibilities, go to the Alliance for Justice website at www.afj.org.

Second, simply inviting public officials to tour a site and talk to staff and participants, and educating with them about key WIC issues, is not lobbying. Activities that don’t center around a specific pending piece of legislation are public issues education, not lobbying.

Five Easy Steps to a Successful Visit from Your Legislator

Here are some easy steps to follow when inviting your legislator to your agency for a site visit:

1. Extend the Invitation: Call the district office of your Congressperson and ask the Scheduling Secretary for a meeting. At that point, you may be asked for a written request. (Find who your legislator is on our website.) Request a visit to your WIC site. Be patient and persistent: it may take many months before you finally get a visit.

2. Invite Key Stakeholders: When you have a visit scheduled, make sure key people will be there: the WIC Executive Director or CEO, WIC moms, dads, and grads, hunger advocates, church advocates, state agency representatives, and WIC staff.

3. Plan an Agenda and Prepare a Packet: Plan a simple agenda that includes give and take with your Congressperson. Always include written materials so you don’t have to say it all and so your representative has something for their files. You may want to include a fact sheet about your organization and contact information for follow-up, as well as relevant briefing papers from CWA and NWA (available online).

4. Assemble a Team: On the day of the visit, invite interested people and stakeholders to arrive about a half hour earlier than the scheduled visit so you can review the agenda and choreograph the event. Have coffee and light refreshments ready. When the Congressperson arrives, stick to your agenda. Answer questions as best as you can, but if you don’t know an answer, say you’ll get back to him or her. Relax and tell your story!

5. Send a Thank You Note: Members of the House of Representatives typically receive more than 1,000 phone calls, postcards, letters and visits every day, but only 20 of these will offer thanks. Thus, a thank you note is a great way to distinguish yourself to your Representative, answer any questions, and restate the main points of your meeting.

CWA can help. We have prepared a complete toolkit for WIC Ambassadors or others to use in preparing for a legislative WIC site visit or visit to a legislative staffer in Congress or the Legislature. This includes sample invite letters, tips for effective visits, and sample local agency WIC fact sheets and policy talking points. It’s under “WIC Ambassador” in our Legislation pages at www.calwic.org. If you want to discuss any aspect of contacting or meeting with a legislator, call us!
GREETINGS FROM LIBERIA FROM JEN GERSON, EX-ARC WICKIE!

I realized recently that life in Liberia has become normal for me and life back home seems farther away from reality (at least my reality at the moment). In January 2006, the inauguration of Ellen Sirleaf-Johnson as the new president of Liberia – and the first female president in Africa – was the BIG event of the month in Monrovia.

My Community Health Education Team started two new classes as planned which are going well. We have almost 50 students between the two and our attendance has been excellent. I have been impressed at how much our students are not only comprehending but also retaining. I often quiz them in classes on topics we learned a few weeks before just to see what they remember and the results have been very positive. Also, students have been sharing with us what they have been putting into practice.

Last month, the medical director for the Africa Mercy met with the CHE team about our program here in Liberia. She told us that we had already made many of the changes she was going to make in her program and that she really liked what she saw. She offered me a year-long position in her department, and I accepted! So I will now be going to Ghana with the new ship at least for the next year. After that the Africa Mercy will return to Liberia to continue our work here, and I will have the option of returning with the ship. Thank you for your ongoing prayers while I am away!

DEAR LAURIE TRUE,

There are many programs out there that help women and people in general who are less fortunate. My experience has been that these programs tend to treat you in an almost demeaning manner. But that has not been my experience at the WIC program here in Fresno County. This is the purpose of my letter to you.

I am a single mother of a 3 month old baby boy. It has not been easy. My child has had problems with reflux and colic and I have been extremely confused. When I have an issue come up, sometimes I feel like I am being given the run around. But whenever I came in contact with Julie Casillas at the Fresno WIC downtown office, she was more than helpful. She makes me feel comfortable and like I am not bothering her. She is quick and eager to help me solve my problem or help get answers to my questions. I just wanted to tell you what a great job she is doing. I really appreciate her genuine attitude and kindness.

I also wanted to tell you thank you for all the people you guys help. It is a great program and I am extremely appreciative.

Thank you for your time.

Memory Caldwell
WIC Mom, Fresno EOC WIC

TULARE WIC STAFF HELPS NEW MOM BREASTFEED SUCCESSFULLY!

A very frustrated 24-year-old new mother came into the WIC office with her husband and baby. A member of hospital staff had told her to use a “C” hold on the nipple, versus holding well behind the areola, and of course, the participant experienced breastfeeding difficulty as well as severe pain from engorgement.

Patty Castillo, Health Program Assistant, immediately invited the family into the breastfeeding room for one-on-one support. The couple graciously accepted Patty’s hands on help while she assisted the baby to latch on correctly. Patty praised the proud new father as he supported his wife and baby toward a successful breastfeeding experience. The family was joyful when the baby was efficiently nourishing her body with breastmilk while the mother gleefully reported that she was pain free! Patty has made several supportive phone calls since that WIC visit and can happily report that the family continues to exclusively breastfeed!

Patty breastfed all four of her children, and she uses her skills and personal experience to help new WIC moms breastfeed successfully.

-Juli Romine, RDI
The Long and Winding Road to WIC Director

Ilse Arrimbide became interested in nutrition in high school. Little did she know where it would take her! Over the next several years, Ilse became dedicated to expanding her nutrition education. That dedication has led her along the path from WIC Clerk to WIC Director.

Ilse started as a clerk at WIC. After a year and a half, she was promoted to WIC Nutrition Assistant (WNA) and also began working at the Fresno Community Medical Center on weekends as a Certified Lactation Counselor (CLC).

After six years at WIC, Ilse joined the Dietetics program at San Francisco State University. But managing two jobs and a young family with four children while attending school slowed her down. Since completing her degree was her priority, Ilse quit her WIC job in 2002 to concentrate full time on her studies. Meanwhile, in the years since Ilse started school, the program requirements had changed and she needed extra classes. These she took wherever she could, attending classes at both Fresno State and San Francisco State, modifying her work hours around her class schedules.

As the family savings dwindled, Ilse joined Fresno County EOC WIC as a WNA because there were no nutritionist positions open. She kept up her studies with online courses and weekly classes at San Francisco State. With support from WIC Director Wilma Austin, Ilse applied for the California Nutrition Corps scholarship for the Dietetic Internship program in 2004 and was awarded a scholarship. Every morning she woke up at 3 o’clock to study. During the day she juggled internship and classes. In the evening, she spent time with her family. Ilse feels the DI program provided her with excellent training, and that it prepares students well for clinical or community nutrition careers.

While Ilse was doing her internship, her husband was laid off from his job and her family of six struggled to make ends meet. Ilse found a nutritionist position at King’s County and began commuting an hour each way to the job. One day, standing in for her Director at a panel meeting to recruit interns for the Central Valley Dietetic Internship Program, Ilse learned that the Director position at the Central Valley Indian Health Program was open.

Gloria Pecina, Director of United Health Centers WIC, urged Ilse to apply for this position. Although Ilse thought this position was beyond her reach, Gloria’s quiet persistence gave her hope. Ilse was ecstatic to make the final cut and be offered the position in October, 2006.

We talked to Ilse when she had been in her new position for only a few weeks. She spoke of it as a time of “intense learning,” with a program caseload of 1500 that has been maintaining at 101 percent for several months. Calling retiring Director Nora Bashian’s shoes “hard to fill,” Ilse said she is excited at to take up this challenge.

Ilse advises, “Always expect excellence from yourself and you will get it from others.” She feels that having started as a clerk helps her truly understand the personnel issues she now deals with as Director. Maintaining a sense of humor, she says, is key in getting through life’s challenges. “I believe in giving a 100 percent every single day,” says Ilse, “and living life to its fullest, since I don’t know what tomorrow will bring.”

Ilse still works at the Fresno Community Medical Center on the weekends because she loves to help new mothers breastfeed, and out of loyalty and love for her supervisor who supported Ilse’s professional journey every step of the way. Thank you, Ilse for your dedication to WIC and the Central Valley.
Branch Updates

Adios, Carol Chase and Heather Reed! You Will Be Missed

The WIC Branch is happy to share with you the news that two very seasoned employees, Carol Chase and Heather Reed, have accepted wonderful opportunities to share their talents at the Department of Education, Nutrition Services Division starting January 2007.

Of course, we are also very sad about their departure from WIC. Both Carol and Heather have been with WIC for nearly 20 years each. Carol started at a local agency in Riverside County, then served as a regional consultant at the WIC Branch. Later, Carol was chief of numerous units at the Branch including ISIS Training, Local Agency Support, Policy, WIC Plus. Her last position was as Chief of the Nutrition and Breastfeeding Education and Training Section. Carol’s major projects have included the Childhood Obesity Conference, being chair of the NWA Task Force responsible for defining the role of WIC in obesity prevention, ensuring WIC was represented in state level policy direction for obesity prevention including the Governor’s Obesity Prevention Plan, and supporting breastfeeding peer counseling and projects done by her section team. She has played a key role in DHS Breastfeeding Promotion Advisory Committee & related activities, learner centered education training and resources, nutrition and breastfeeding education materials, state level outreach activities, Competency Based Training, WIC-based Dietetic Internship, and ongoing Local Agency Training.

Like Carol, Heather started her WIC career at a local agency, as coordinator for the YWCA WIC program in Sacramento (now run by CRP). At the State, she served as a regional consultant and a training specialist. Some of Heather’s greatest contributions to WIC have included helping develop the Family Centered Education approach, overseeing the creation and implementation of the WNA Certification process, serving as chair of the Training Committee, and being part of the San Francisco Nutrition Assistant Training Program. Most recently Heather has been leading efforts to evaluate learner-centered education and helping staff improve counseling skills through the Pearls of Change Motivational Interviewing project. You may also remember her from numerous roles, such as Dorothy, Mary Poppins and Big Bird, in various CWA conference skits. She also helped write many of the songs from these shows.

We wish both Carol and Heather the best in their new positions!
Branch Updates

Fit WIC: Tackling Overweight Early

Did you know that Fit WIC is expanding to include infants? Does this mean that WIC is going to start a spin class for babies? Well, not exactly. For several years WIC has partnered with the UC Davis Human Lactation Center (HLC) to learn more about how and when mothers and other caregivers feed infants. Based on information they have gathered, the Center has found that mothers and caregivers often respond to an infant’s crying or waking in the night by feeding them inappropriately. For example, putting cereal in the baby’s bottle, introducing solid foods early, or over feeding in an effort to calm a baby who is not really hungry are all inappropriate behaviors and may contribute to a child becoming overweight.

Now we have a chance to see how we can help mothers and caregivers change such inappropriate feeding. With a three-year grant from USDA, California WIC has begun to address inappropriate infant feeding behaviors by building on existing Fit WIC materials and approaches. For this study, eight local agencies have been randomly assigned to a control or intervention group; the two groups were matched based on exclusive breastfeeding rates, demographics, location (rural or urban) and region (northern or southern California).

The four intervention group agencies will work with staff from the Human Lactation Center to incorporate modified Fit WIC materials into classes and the WIC site. They will learn how to help mothers share the responsibility of the feeding relationship with their babies. The WIC staff at these agencies will be trained to offer mothers alternatives to overfeeding when responding to their infants’ needs for attention. At the end of the data collection period the control agencies will receive a “prize” – an opportunity for their staff to be trained as well.

This study will help mothers and caregivers get a better understanding of normal infant behavior, provide tools other than feeding for dealing with infant behavior, and promote positive interactions. By the end of the study, we hope to know more about how to reduce inappropriate feeding.

The Agencies selected to participate in this important study are Yolo County, Solano County, La Clinica de la Raza, Native American Health Centers, Scripps Mercy Hospital, American Red Cross WIC, Public Health Foundation Enterprises, Planned Parenthood of Orange and San Bernardino Counties.

For more information, please contact Jackie Kampp, MSN, RN, PH, Nurse Consultant, Supplemental WIC Nutrition Branch Breastfeeding Promotion Unit at JKampp@dhs.ca.gov.
**Branch Updates**

**Learner-Centered Education Works: Study Shows Positive Early Results**

Do learner-centered education classes for WIC participants make a difference in how they feed their families compared with traditional educational sessions? With preliminary results of our evaluation study in, we can say that class design does matter.

In focus groups about their experience, WIC parents talked about putting the information they got in a learner-centered class about fruits and vegetables to use:

- “Before I used to put the fruits in the refrigerator. Now I put it outside and now they do eat it.”
- “They said it was good for the kids to eat more fruits and vegetables... So it encouraged me to get out there and do a garden.”
- “[The class suggested] that instead of going to McDonald’s to buy them fries, give them a piece of fruit...a carrot with some ranch [dressing]... celery with peanut butter.... She still wants to go to McDonald’s, but I tell her ‘You are going to eat this.’... She is adapting a little, but I am doing it. The class served me well for this.”

**About the Evaluation Study**

California WIC, in partnership with the UC Berkeley Center for Weight and Health, was awarded a three-year USDA grant in 2004 to evaluate the impact of Learner-Centered Education (LCE). We compared responses to Learner-Centered Education implemented in five agencies using the Finding the Teacher Within program to those in five control agencies that used traditional education methods. The Fruit and Vegetable Class served as the intervention focal point to identify changes in the behavior, attitude, and knowledge of WIC families related to eating fruits and vegetables.

**Preliminary Results Are Positive**

The preliminary results show some promising trends. Participants in the learner-centered classes learned more specific information that they applied to their own lives.

The learner-centered class was designed to offer opportunities for participants to talk about which benefits were important to them and ways they could increase the amount of fruits and vegetables their families ate. It also gave them a chance to practice with “Dora’s Diet.”

WIC families who attended these classes were able to be more specific than participants in the control agencies in describing the benefits of fruits and vegetables to them, and they shared many more details demonstrating how they had applied this information in their lives.

The teachers reported that once they were trained in learner-centered principles and practices, they placed significantly more value on using open-ended questions and having WIC participants discuss class topics with each other. Of special interest, the teachers were much more satisfied with participants’ interest in and enjoyment of the learner-centered classes.

**Based on these preliminary results, we can say that class design does matter, both to participants and to WIC teachers.**

**Final Study Results Coming Soon**

By the end of 2007, we will have the final results of the evaluation. The study group expects to publish the results in journal articles and compile a resource kit on the Web containing guidelines for implementing a learner-centered approach to nutrition education. Key results will also be featured in presentations and poster sessions at WIC and other professional conferences.

**Contact Information:**
Monique Derricote, MBA, RD
Chief, Nutrition Education, Marketing and Outreach Unit
California Department of Health Services, WIC Branch
at mderrico@dhs.ca.gov
Healthy Eating: Make a Snack a Treat That Is Healthy to Eat!

Children need snacks. Because their small stomachs can only hold enough food to last a few hours, they need small healthy snacks during the day. These days, too many children eat unhealthy snacks. We often see children munching on pre-packaged snack foods such as chips, cookies, cakes, and candy. These snack foods are usually high in fat, sugar, or salt and low in healthier nutrients; eating too many of them can lead to childhood obesity.

Here are some tips on choosing snacks for your child.

**PLAN YOUR CHILD’S SNACKS**

**When**
- Offer a snack about 2 hours before a meal.
- Do NOT let children eat all day long.
- Avoid giving snacks while children watch television. (Limit TV watching. TV ads often promote unhealthy snack foods.)

**How Much**
- Keep snacks small (such as a small quesadilla with 2 orange slices).
  If your child is still hungry, she or he can ask for more.

**What**
- Offer a variety of foods. (See next page for ideas.)
- Include a fruit or vegetable as part of each snack. (We can all benefit from eating more fruits and vegetables each day!)
- Leftovers can make great snacks!
- Offer water instead of a sugary drink such as soda.

And remember, as parents, teachers, and caregivers, we need to be good role models for our children. Children learn their eating habits by watching us; so choose healthy snacks for yourself, too!

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Healthy Eating: Make a Snack a Treat That Is Healthy to Eat!

**Suggestions for Some Healthy Snacks**

- Small bowl of cereal with milk and banana slices
- Raw vegetables* (such as sliced cucumber, peppers, zucchini, and cut broccoli) with low-fat ranch dressing
- Fruit and yogurt blended drink (smoothie)
- Popcorn* and fruit juice (limit juice to 4 to 6 ounces/day)
- Tuna salad on a few crackers
- Small quesadilla and a few orange slices
- Peanut butter sandwich with carrot sticks*
- Turkey wrap (wrap a slice of turkey in lettuce leaf or tortilla)
- Fruit salad with cottage cheese or yogurt
- “Trail mix” (whole grain cereal, pretzels, nuts*, and raisins*)
- Small bowl of noodles with vegetables and tofu
- Baked tortilla chips with salsa and bean dip
- String cheese and carrot sticks*

* Beware of foods that can cause choking. Children under the age of four may have trouble chewing and swallowing these foods. Always supervise young children when they are eating.
Ready or Not Here We Come
In Search of the Ding-Free Program Evaluation

D - CODES

What was that “racket” you heard around the state last June? Was it the sound of a bike gear-shifting from 24 to 8?? Was it an accordion losing air???

Nope – that was the long-awaited collapse of the new dietary codes. In case it wasn’t all music to your ears, here are some answers to questions that might help your fine-tuning.

Assessment

Q: If an Anthropometric (A), Biochemical (B), or Clinical (C) risk is identified, is it even necessary to assess for a Dietary (D) risk?
A: Yes! VENA guidelines direct us to perform a complete nutrition assessment at enrollment and recertification, which is defined as “assessing for A, B, C and D risks.”

Q: How many probing questions do we need to ask before using the codes of last resort (D401 and D428)?
A: Well heck, ya don’t got all day! On average, you have about 15 minutes. If you even suspect a D402, D411, D425, D427, D423, or a D421 risk after completing the assessment using the criteria in PWPC Attachment C that is adequate. It’s a risk.

Q: At what time during the nutrition assessment can we assume the codes of last resort are appropriate?
A: D401 and D428 should only be used toward the end of the assessment, if appropriate.

Documentation

Q: Are we required to document details about inappropriate nutrition practices in ISIS to justify why a certain dietary code was chosen?
A: If the risk identified and the topic the participant is interested in discussing are one and the same, then you are expected to document details of the risk in the INEP. If not, document what you and the participant chose to talk about and a goal that they verbalize. Keep documentation participant-centered.

Q: Is it true that at least one of the eight D-codes must be documented for all WIC participants?
A: Not exactly. Yes for all women and children WIC participants. The exception is for some infants less than four months where no inappropriate nutrition practices are identified. In those cases, there is no D-code available that is a “code of last resort,” so a D-code is not required.

Training Tools

Q: What training tools for the D-codes are available?
A: • The *PWPC WPM Revision #06-02, WIC Policy Memorandum 98-9, Revision 8 Nutrition Risk Criteria and the Consolidation of Dietary Risk Codes;
• The website, “Getting to Know the New Nutrition Questionnaires” http://www.wicworks.ca.gov/resources/trainResourcesIndex.asp and
• The latest “cheat sheet” for learning Dietary Risk Codes!

For more information and to obtain a copy of the “cheat sheet,” contact Karen Shevlin, Program Evaluation and Policy section, at kshevlin@dhs.ca.gov.
Career Corner

Dietitians and Diet Techs Come to Grips with Overlapping Competencies

Commission on Dietetics Education (CADE) Accreditation Standards Committee Educational Competencies Workgroups Conference, Lisle, IL, November 3-5, 2006

What should it take to become an entry-level dietitian or diet technician? For 18 intensive hours over a weekend, 40 representatives from around the country representing every type of dietetics practice wrestled with definitions and roles of the Registered Dietitian (RD) and the Diet Technician, Registered (DTR). By the end of the weekend, the group had formulated draft statements of the skills needed for entry-level practice in both professions and gained tremendous respect and understanding of the breadth of our field of expertise.

Since the release of the Phase 1 Report of the Future Practice and Education Task Force, heated discussions have taken place about the proposals to eliminate the DTR as the support professional for the RD and to require graduate-level preparation prior to acceptance into a dietetic internship. In the community-nutrition field, these proposals have caused at least two other associations of nutrition professionals, the Society for Nutrition Education (SNE) and the National WIC Association (NWA), to consider whether to establish their own competency and accreditation bodies.

While the ADA Phase 1 Task Force initially proposed elimination of the DTR, this recommendation was dropped in its final report. It became painfully clear during this November weekend conference that there is great overlap between the two professions in actual practice and that the DTR is being “squeezed”—not only on the dietetics side by the RD, but also on the food-service management side by a new (male-dominated) profession, Certified Dietary Managers (CDMs), which has fewer academic requirements.

There is, however, amazing potential for the use of DTRs in WIC settings. DTR coursework includes most of the same management courses as RD requirements and when they enter the profession, many DTRs are older, have held previous jobs and have supervisory experience. Their nutrition training includes the same basic nutrition classes and some diet therapy work, although not as in-depth as the requirements for a bachelors’ degree in Nutrition. Increasingly, however, DTRs already have bachelors’ degrees in nutrition and go into a DTR internship because they have been unable to gain entry into a dietetic internship.

Supervisors in WIC programs should not overlook this pool of qualified candidates for basic nutrition counseling and WIC site supervision. There are seven DT programs in our state, in Costa Mesa, Long Beach, Los Angeles, Oakland, Rancho Cucamonga and Sacramento. For more information about these programs, check the ADA website at www.eatright.org.

Submitted by Michele Y. van Eyken, MPH, RD, Practitioner Representative Educational Competencies Workgroups Commission on Dietetic Education (CADE)

Statewide WIC Jobs Back Online!

Statewide jobs postings for positions in local WIC clinics are again available at: www.wicworks.ca.gov Hooray! Look under “Career and Job Information” section on the left side of the WIC Branch home page. Questions: Contact Andy Barbusca at abarbusc@dhs.ca.gov.
Management

Customer Service “Catch of the Month”

Andy Barbusca, Chief of the Local Agency Support Unit (LASS) remembers the spring 2002 CWA Conference, called Camp WIC, which focused on improving WIC customer service. He and his team decided that they would bring something back from the conference to infuse into their day-to-day operations and improve how the team worked with each other and with Local Agencies. Since the FISH! Philosophy (Be There, Play, Make Their Day, Choose Your Attitude) trainings were taking place around the state, Andy decided to have fun using a beanie fish to show appreciation to the team member who has set the best customer service example with the Customer Service “Catch of the Month” award. At their monthly meetings, the previous months winner chooses the person most deserving of this recognition to pass the beanie fish to.

Customer service starts with staff development. The success of any organization is based on the individual success of each person in that organization. Customer service improvements have been taking place in WIC sites all over the state. Local programs have been finding creative and inexpensive ways to enhance the WIC experience for the families we serve. In the high-stress environment that we work in, finding creative ways for staff to have fun at work, maintain a positive attitude and serve the customer is really important.

Although 2002 was a long time ago, and the WIC community has moved on to other things, this simple but effective practice by the LASS unit has kept the importance of great customer service alive in the minds of the team members. Andy emphasizes that our conference themes are important and have staying power. Linnea Sallack, State WIC Branch Chief, is very supportive of this practice and acknowledges that while helping and supporting each other at the WIC Branch is important, providing superior assistance to the Local Agencies to function the best they can is paramount.

Who’s the Catch of the Month? Passing the LASS Fish to Jeanne Smith, Regional Advisor (extreme right) are Brent Walker RD and Leslie Kaye RD.

From the WIC Grapevine...

- Goodbye Sara Lentz, Sonoma County Indian Health Project
- Welcome Marianne Hutton, Director, Sonoma County Indian Health Project
- Good luck to Susan Garcia, Director of Del Norte Clinics who has moved to Oregon to be near family!
- Welcome Rose McIsaac, the new Director at Del Norte Clinics
- Congratulations Ilse Arramibide, new Director of Central Valley Indian Health WIC!
"CWA is gearing up to train and equip our very own troop surge . . ."
Recommendations

Review of Baby Exercise Video

Kelli Howie Parnall, MOT, OTR/L, Occupational Therapist of Kidsense (510) 435-4684

Physical therapist Zervas has developed a step by step exercise program that will help parents to guide their children through gross motor milestones such as rolling, crawling and kneeling. The DVD demonstrates handling and positioning techniques for parents to use to encourage developmental progress in their children. The DVD is accompanied by a booklet that describes precautions and tips for each activity, and which also gives a month-by-month developmental checklist in several areas. Most of the activities shown are appropriate and simple to follow for a normally developing baby up to one year of age. Additional guidelines and assistance may be needed when using with babies with special needs, depending on the child. Though Zervas’ pull to stand technique would have the negative effect of encouraging an extensor pattern, overall I would recommend this program to help parents become comfortable with developmentally appropriate play and handling of their newborns and older babies.

DVD Review: Dr. Jack Newman’s Visual Guide to Breastfeeding

Sandi Storch, Breastfeeding Coordinator, Alameda County WIC

For many first-time moms, breastfeeding is a mystery. Dr Newman and Edith Kernerman, IBCLC, lead the viewer through essential “How To’s,” including latchling the baby on the breast, avoiding sore nipples, and knowing that the baby is getting enough milk. Risks of formula feeding are also discussed and emphasized.

In the WIC setting, this 45-minute DVD may be more useful as a staff training tool than for participant education. Substantial time is devoted to issues that are not pertinent to most WIC mothers, such as managing breast milk colic, using a makeshift supplement nursing system, breast compression techniques and galactagogues (fenugreek, doppordone, blessed thistle).

If used in the classroom, a facilitator should be present to pause the DVD and discuss frames comparing good and bad latches. The emphasis on “the pause in the chin,” a technique helpful to assess nutritive sucking, may be too sophisticated for the novice breastfeeding without input from a lactation educator, but very good for staff training. The DVD was played for four WIC mothers. On a scale of 1-10, moms rated it around 6. A second time mother who was unable to breastfeed her baby due to sore nipples felt more confident about her breastfeeding success after watching the section on sore nipples. More representation of ethnic minorities would be better for a video used to educate WIC mothers.

Recipe

Orzo Soup with Roasted Vegetables

6 servings
1 medium red bell pepper, diced
2 large celery stalks, sliced on a slight diagonal
8 baby carrots, quartered lengthwise
1 medium turnip, peeled and diced
1 cup sliced baby bella or crimini mushrooms
1 tablespoon olive oil
1 cup orzo (rice-shaped pasta; try the tri-color variety)
3 cups water
One 32-ounce container natural low-sodium vegetable broth
2 to 3 tablespoons minced fresh dill
Salt and freshly ground pepper to taste

Preheat the oven to 425 degrees.

Combine the bell pepper, celery, carrots, turnip, and mushrooms in a mixing bowl. Drizzle in the olive oil, and stir together. Transfer the vegetables to a lightly oiled roasting pan. Roast for 20 minutes, or until the vegetables are touched with brown spots. Stir once or twice during this time.

Meanwhile, bring the water to a boil in a small soup pot. Add the orzo, then simmer steadily until the orzo is al dente, about 8 minutes. Once done, immediately pour in the vegetable broth and leave off the heat.

Once the vegetables are done, stir them into the soup along with the fresh dill. Return to the heat until well heated through. If the soup is too dense, adjust the consistency with a little water. Season to taste with salt and pepper and serve.

--From “In a Vegetarian Kitchen With Nava Atlas”
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2006 - 2007

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You have a story to tell! You have a program to showcase! Contribute to the WIC Watch.

Upcoming Newsletters are already being planned around the following themes:

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Need more newsletters? Want to be added to the Flash e-mail?

Please contact Kinkini Banerjee, Communications Coordinator at CWA:
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916-448-7826-fax

We invite you to attend our 15th Annual Conference, Get Healthy California: The WIC Connection. The conference underscores the commitment of the WIC community to address the obesity epidemic and support Governor Schwarzenegger’s California Obesity Prevention Plan. The workshops, trade show and exhibits reflect our ongoing efforts to join forces with key partners, including Head Start, First 5, Child Care Providers, healthcare providers and policy makers. We have a great line-up of speakers and trainings. Hear from national experts, including Christina Lagdameo, U.S. Office of Management and Budget, Barbara Devaney, Mathematica Policy Research Institute, Gail Harrison, UCLA, Doug Greenaway, NWA, Theresa Landau, Lorri Bauer, Annette Rodriguez, Dr. Lucia Kaiser, Dr. James McKenna, Patti Kimbrell, and many more. Preconference is on May 6. Online registration will open Feb 1. Details now available at www.calwic.org.